

For Immediate Release

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HIGH STYLE AND SOPHISTICATION

SEDUCTIVE PHOTOGRAPHS FROM THE COLLECTION OF GERT ELFERING

April 10, 2008



New York – Christie's International Photographs Department is delighted to announce a third auction of Photographs from the Collection of Gert Elfering. To be held on April 10 at Christie's in New York, the auction continues to reveal a unique eye and sensibility in a carefully curated and beautifully presented catalogue, sure to entice collectors from across the world. The sale will include 135 lots with an overall estimate in the region of \$2 to \$3 million.

The first sale of photographs from Gert Elfering established his profile as a collector and tastemaker. That sale was held by Christie's in 2005, while a second sale in April last year focused exclusively on the work of Horst P. Horst. Both proved enormously successful. The forthcoming auction is principally comprised of works that Elfering had originally decided to keep back for himself as a distillation of his interests. But he has so enjoyed the process of making auction catalogues, through which he can express and share his passion, that he has now decided to let go of this last selection.

Gert Elfering has always followed his intuition and was particularly drawn to the work of the great magazine photographers of the last fifty years. Iconic images by Richard Avedon, Helmut Newton and Irving Penn are among the core strengths of the selection to be offered in April. The works include pictures by Avedon of *Brigitte Bardot, Hair by Alexandre*, 1959, (Estimate: \$80,000-120,000) –

pictured above, *Lauren Hutton, Sweater by Van Raalte*, 1968 (Estimate: \$50,000-70,000), Marella Agnelli and his celebrated *Dovima with Elephants*. Newton is represented by *Elsa Peretti as Bunny Girl, New York*, 1975 (Estimate: \$40,000-60,000) – picture below, and by his *Tied Torso* and unique Polaroids, including the Polaroid that features as the cover of his book, while Penn's range is demonstrated through dazzling color images such as, *Mouth for L'Oreal 'B'*, *New York*, 1986 (Estimate: \$50,000-70,000) – pictured right,



and his contemporary nudes of models Kate Moss and Gisele. Fashion, erotic and portrait subjects by Patrick Demarchelier, Frank Horvat and Peter Lindbergh, and rare vintage prints by Jeanloup Sieff are complemented by documents from Africa by Peter Beard and Leni Riefenstahl, seascapes by Hiroshi Sugimoto, and a number of portraits of distinguished artists, authors and composers, including Miles Davis, Picasso and Stravinsky.



Gert Elfering

Photographs have been a life-long passion for collector Gert Elfering. As a younger man he worked as a photographer and this practical involvement sharpened his appreciation of the achievements of the great image-makers who inspired him. He was particularly drawn to the world of fashion, beauty and high style that he discovered in *Vogue*, *Harper's Bazaar* and other leading international magazines – striking and sophisticated images by a distinguished roster of photographers led by such masters as Richard Avedon, Helmut Newton and Irving Penn.

Elfering's enterprising spirit took his career in other directions and he eventually found himself in the fortunate position of being able to collect, in the form of rare original prints, the pictures that he had found so seductive. Trusting his passion and instinct, he built a remarkable collection that reflected the strength of a strong individual sensibility. Elfering recognised the quality and importance of so many images that had all too frequently been marginalised by traditionalist historians and curators. He challenged the received wisdoms that questioned the artistic integrity of photographers who worked to commissions in editorial and other commercial contexts. The reality that his collection so emphatically asserted is that major magazine publishers and

commercial clients have been among the most important patrons of photography over the last half century or more. They have been enabling agents, providing extraordinary opportunities – and a significant audience – within a highly competitive world in which talent and individuality can nonetheless truly flourish.

Central themes in the collection are the celebration of genius and above all of beauty, be this abstract, in nature or in architecture. The stylised, idealised female figure occupies a privileged place in Elfering's aesthetic.

Auction: April 10, 2008

Viewing: 20 Rockefeller Center

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| Friday April 4 | 10am-5pm |
| Saturday April 5 | 10am-5pm |
| Sunday April 6 | 1pm-5pm |
| Monday April 7 | 10am-5pm |
| Tuesday April 8 | 10am-5pm |

About Christie's

Christie's is the world's leading art business with global auction sales in 2007 that totaled £3.1 billion/\$6.3 billion. This marks the highest total in company and in art auction history. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 600 sales annually in over 80 categories, including all areas of fine and decorative arts, jewellery, photographs, collectibles, wine, and more. Prices range from \$200 to over \$80 million. Christie's has 85 offices in 43 countries and 14 salerooms around the world including in London, New York, Los Angeles, Paris, Geneva, Milan, Amsterdam, Tel Aviv, Dubai and Hong Kong. Most recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai.

*Estimates do not include buyer's premium

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